

**Eligibility Overview (E210)** Generally used by publications (e.g., magazines and newspapers) whose primary purpose is transmitting information to an established list of subscribers or requesters. Periodicals must be issued regularly at a stated frequency (at least four times a year) from a known office of publication. All pieces within each mailing must be in same processing category. Application form required (E213). Authorization: Periodicals entry in one of these five categories (E212):

- General publications.
- Publications of institutions and societies.
- Publications of state departments of agriculture.
- Requester publications.
- Foreign publications.

Records: maintained by publisher to support application and confirm eligibility for entry at Periodicals rates; specific standards by category. Additional standards: circulation, documentation, advertising limits, and other conditions that vary by category. Limits apply to nonsubscriber/nonrequester distribution for general and requester publications. Identification: title, identification statement, marking of certain contents. Supplements, enclosures, additions; parts, sections, editions permitted under applicable standards. Additional documentation and separate postage statement required for mailings combining more than one edition or publication.

**Rates and Fees (R200)**

Application (original entry) fee	\$305.00
Additional entry application fee	85.00
Reentry fee	50.00

Rates include addressed piece charge, pound rates (advertising and nonadvertising), and applicable discounts; factors include place of mailing, destination, presort, etc. Basic, 3/5, and Carrier Route rates apply to outside-county copies of Regular and Science-of-Agriculture rate publications and all copies of requester publications; In-County rates apply to all eligible in-county copies of other than requester publications. Preferred rates available under E270; see reverse.

**Characteristics and Content (C200)** Limitations apply to advertising, permissible components included with publication, and methods of preparation. Generally, other publications, independent printed matter, and merchandise are not permitted in a publication at Periodicals rates.

**Deposit (D200)** Deposit only at authorized original and/or additional entry post office(s), unless authorized exceptional dispatch under D210.

**Mail Preparation and Sortation (M200)** Presort: M200 (nonautomation) or M800 (automation), as appropriate. Marking: notice of Periodicals entry. Postage statement: Form 3541-R (Regular/Science-of-Agriculture and In-County rates), Form 3541-N (Nonprofit and In-County rates) or Form 3541-NC (Classroom and In-County rates) and documentation required by rates claimed including marked copy.

**Postage and Payment Methods (P200, P750)** Method: advance deposit account(s) at original or additional entry post office(s), unless Centralized Postage Payment (CPP) or plant-verified drop shipment (PVDS) is authorized.

This guide is an overview only. For the specific DMM standards applicable to this category of mail, consult the DMM sections referenced above and the general sections within each DMM module.

**Eligibility  
Overview**  
(E200)

Available for publications authorized in other than the requester category and further qualifying under specific standards for special (Nonprofit, Classroom, or Science-of-Agriculture) rates (E270). These standards are in addition to the criteria on the reverse.

**Rates and Fees**  
(R200)

Application (original entry) fee	\$305.00
Additional entry application fee	85.00
Reentry fee	50.00

No additional fee to mail at a special Periodicals rate.

Rates include addressed piece charge, pound rates (advertising and nonadvertising), and applicable discounts; factors include place of mailing, destination, presort, etc.

Basic, 3/5, and Carrier Route rates apply to outside-county copies of Nonprofit and Classroom rate publications; In-County rates apply to all eligible in-county copies (E270).

**Eligibility**  
(E200)

In addition to the reverse.

Application form required (E213).

Nonprofit rate standards: publication must be issued by and in the interest of a religious, educational, scientific, philanthropic, agricultural, labor, veterans', or fraternal organization not organized for profit and none of whose net income benefits a private stockholder or individual (E270). Also generally eligible (regardless of the nonprofit status of the publishing organization) are publications issued by and in the interest of an association of rural electric cooperatives; the program announcement or guide published by an educational radio or television agency of a state or political subdivision thereof or by a nonprofit education radio or television station; a publication of the official highway or development agency of the state meeting the standards for a general publication (E212) and containing no advertising except the publisher's own advertising; and a conservation publication published by a state agency responsible for the management and conservation of the fish or wildlife resources of that state.

Classroom rate standards: publications must be designed for educational, religious, or scientific use in school classrooms or religious instruction classes.

Science-of-Agriculture rate standards: rate applies to outside-county copies of authorized Periodicals publications mailed by publishers or news agents when the total copies furnished during any 12-month period to subscribers residing in rural areas are at least 70% of the total number of copies distributed by any means for any purpose.

**Characteristics  
and Content**  
(C200)

Generally similar to Regular Periodicals (see reverse); further limits in advertising may apply.

**Deposit**  
(D200)

Deposit only at authorized original and/or additional entry post office(s), unless authorized exceptional drop dispatch under D210.

**Mail Preparation  
and Sortation**  
(M200)

Marking: notice of Periodicals entry.

Presort: see M200 (nonautomation) or M800 (automation), as appropriate.

Postage statement: Form 3541-R (Regular/Science-of-Agriculture and In-County rates), Form 3541-N (Nonprofit and In-County rates), or Form 3541-NC (Classroom and In-County rates) and documentation required by rate claimed including marked copy.

At the mailer's option, Preferred Periodicals may be claimed at Regular Periodicals rate and prepared accordingly.

**Postage and  
Payment  
Methods**  
(P200, P750)

Method: advance deposit account(s) at original or additional entry post office(s), unless Centralized Postage Payment (CPP) or plant-verified drop shipment (PVDS) is authorized.

This guide is an overview only. For the specific DMM standards applicable to this category of mail, consult the DMM sections referenced above and the general sections within each DMM module.